

OFFICIAL PROGRAM



LETHBRIDGE & DISTRICT EXHIBITION & RODEO JULY 24 - 25 - 26 - 27

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LETHBRIDGE BRANCH



Greetings From President R. C. Hill

Greetings:

Once again I have the privilege of extending the good wishes of the members of the Exhibition Board to you, our City and District friends, on the occasion of our Annual Fair.

We have been putting this 1963 edition of the Exhibition together for the last twelve months, and when the final Bull comes out of the chutes on Saturday evening, we feel sure that you will have witnessed a revival of the true spirit of the Old West.

In the Livestock Section we are paying tribute specifically to breeders of Hereford Cattle, in this Hereford Year, and we are particularly proud that we have been chosen to host the Seventh International Appaloosa Horse Show.

We salute the members of the various 4H Clubs of the district, who are celebrating the 50th Anniversary of the 4H Club movement in Canada, and we sincerely solicit your visitations to the 4H Calf Show and Sale at the Exhibition Pavilion.

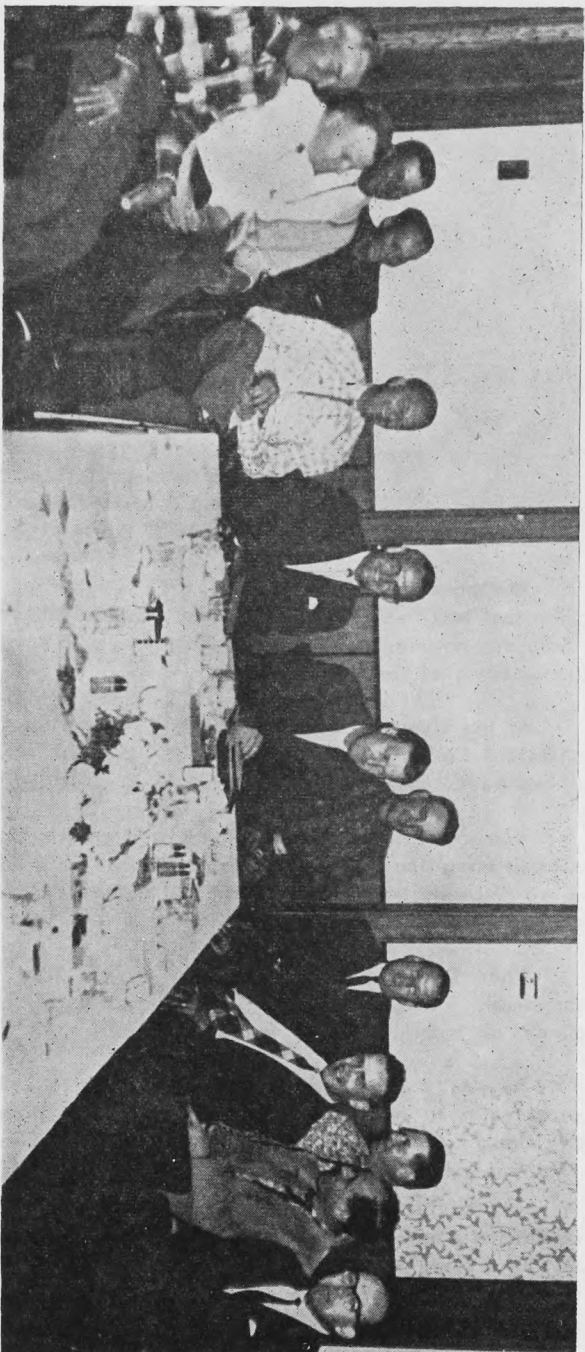
Your Directors have expended every effort to provide many fine Commercial, Industrial and Agricultural exhibits displayed throughout the grounds, all most worthy of your attention.

As you know, profits from the exhibition are re-invested in further improvements to our Grounds, Buildings and facilities, so if you enjoy the show, don't keep it a secret, but spread the word, and by doing so you will be helping us in our efforts to continually upgrade the calibre of our Fair.

As the famous and beloved cowboy artist, Charles M. Russell, once said, "When you see the smoke of this camp, the robe will be spread and the pipe lit for you."

Sincerely,

R. C. "Cleve" Hill,
President,
Lethbridge and District Exhibition



DIRECTORS OF THE LETHBRIDGE & DISTRICT EXHIBITION, 1963

From left to right: Stan Tiffin, Director, Grounds Committee; Sven Ericksen, Director, Home Craft; Ernest Snowden, Live-stock Superintendent; George Chester, Director, Beef; Doug Shackelford, Director, Attractions; Cleve Hill, President, Parade; Jim Stewart, General Manager; Dick Gray, Director, Horses; Fred Burt, Director, Childrens' Day; Fred Pritchard, Director, Midway; Mel Fengstad, 1st Vice-President, Rodeo; Dennis O'Connell, Director, Advertising and Publicity; Ed Lonsdale, Director, Commercial Exhibits. Director missing - Alex Snowden, Admissions and Parking.

Attractions At The Fair

This year's exhibition and rodeo has many attractions that are sure to please both young and old. Starting things off, is a gigantic PARADE on Wednesday morning — not to mention the GALA EVENTS the merchants have scheduled for downtown and North Lethbridge.

While at the fair, visit America's finest Midway — The ART B. THOMAS SHOWS. They feature the world's greatest Kiddieland, and a mighty array of sensations. There is a special CHILDREN'S DAY on Friday.

Be sure to see the 4-H DISPLAYS in the 4-H Building and the 4-H BEEF SHOW. This year, livestock classes are being given top billing and you can see some of the best HEREFORDS, SHORTHORNS AND ABERDEEN ANGUS CATTLE, as well as SHEEP and SWINE. These events have active judging by some of the best men in the business. The SEVENTH INTERNATIONAL APPALOOSA HORSE SHOW is also taking place, and some of the best Appaloosa horses on the continent will be here.

HEMOCRAFT EXHIBITS are in the Homecraft Building; COMMERCIAL EXHIBITS may be seen under the grandstand and in the Commercial Building. MACHINERY EXHIBITS are on the Pavilion Road. An ART SHOW by the Lethbridge Sketch Club will be held in the Pavilion.

A CHILDREN'S ZOO put on by the Rotary Club will be located at the Henderson Lake gate. You will also be interested in the performances of CECIL AND WAYNE CORNISH, BARBARA AUTREY, and BUDDY HEATON with his pet buffalo, CLYDE.

If you feel lucky, you may take a chance on a BAR OF GOLD or on the CAR RAFFLE. Every night after the Rodeo, FIREWORKS will be set off.

1913



1963

The 50th Anniversary of 4H Clubs In Canada

This is indeed a "Golden Year" for thousands of girls and boys involved in club work. It is the 50th Anniversary of their world-wide organization.

From the first club at Roland, Manitoba, 4-H membership has grown over the years until now the membership is 8,000 in Alberta, 72,000 in Canada and 4¼ million spread through 60 different countries in the world.

The 4-H story in Alberta dates back to 1917. W. J. Elliott, who at that time was principal of the Olds School of Agriculture, organized a girls' and boys' swine club to supplement the school fair program and to upgrade the quality of swine in the area. This club of 24 members proved highly successful with the result that 15 clubs, with a membership of 225 were organized the following year.

Girls' club work was also started in 1917, in the Claresholm and Vermilion districts, under the instruction of the Home Economics instructors at these centres.

During the 1920's and 30's, the school fair program continued to grow in Alberta. This program is still carried on today at the many exhibitions and fairs throughout the province.

The 1930's saw the formation of the junior field crops clubs. These clubs did much to introduce new varieties as well as more modern cultural methods into many areas.

During this time, beef clubs and dairy clubs made their appearance on the scene. These too, had a great impact on the livestock industry in many districts.

The 1940's saw continued expansion of the 4-H program. In 1940 the first girls' garden club was organized and in 1941 this was expanded to include clothing, food and home decoration. Continued work in the 1940's saw formation of 4-H club week for deserving members; formation of poultry, forage and field crops clubs.

In recent years other programs have been added to benefit the rural girl and boy. These have included public speaking, projects in sweet corn, sugar beets and horticulture.

Southern Albertans and all visitors at the Lethbridge and District Exhibition will have a chance to view the 4-H Beef Club and Greenacres Dairy Club Shows on July 25 and the beef sale July 26. The show and sale will comprise the following beef clubs which will show and sell in the following order:

Milk River
Lethbridge - Coaldale
Barons
Cardston

Del Bonita
Park Lake
Lethbridge Northern
Readymade



TOP 4H BEEF PRODUCERS 1962

Shown above are the Perry Brothers of Del Bonita, who captured the Grand and Reserve Championships in the 4-H competition at the Lethbridge and District Exhibition last year. At left is Garry Perry, holding the reserve champion; centre is Club Leader Ed Newton, and right is grand champion exhibitor, Kenneth Perry.

Approximately 225 calves have been entered in the show and sale this year.

While at the fair, come and see the 4-H members who pledge:

My Head to Clearer Thinking,
My Heart to Greater Loyalty,
My Hands to Larger Service,
My Health to Better Living,
For My Club, My Community and My Country.



GOLDEN HOUR COURT BUSHMAN 14 R

Grandson of Weston Bushman Imported. Was Reserve Junior Champion at the 1962 Calgary Bull Sale. Purchased by Mr. C. E. Parry of Lethbridge, and is now at Mr. Parry's Waterton Ranch.

Herefords

Herefords are being featured this year at the Lethbridge and District Exhibition. And rightly so. Herefords account for close to 85 per cent of Canada's beef cattle.

Herefords have an attractive and distinctive color pattern — red body, white face and underline. These cattle grazing on the green ranges of Alberta, most will agree, present one of the most striking color patterns of almost any breed of cattle.

The name is derived from the breed's place of origin, Herefordshire, England. The area is famed for its grass and cattle, and lies near west central England.

The first Hereford stock was imported to the United States in 1817 by Henry Clay of Lexington. The first stock to be imported to Canada was in 1860 by F. W. Stone, of Guelph, Ontario. The 100th Anniversary marking this event was held three years ago.

During these 100 years, Herefords have proven the most popular beef breed in Canada, outranking all other breeds. The reason for this popularity is largely attributed to their ability of adapting to extremes of temperature. The breed also has good wintering ability and sparse grass does not present as serious a problem to Herefords as to other breeds.

They can stand heat and drought, and are unexcelled as grazing cattle as they will walk great distances to water.

Russians apparently think highly of Alberta Herefords. The latest shipment to the U.S.S.R. this spring consisted of 300 top purebred animals and totalled over \$250,000 — the largest single shipment of purebred cattle ever to be exported from Canada.

John D. Davidson of Coaldale was one of the earliest Hereford breeders in this district, as was the famous McIntyre Ranch.

One of the largest tours of purebred cattle operations ever to be held in South Alberta was organized in June by the Southern Alberta Hereford Club. The 250 cattlemen from Canada and the U.S. visited some of the top farms in the New Dayton, Warner and Milk River Ridge country.

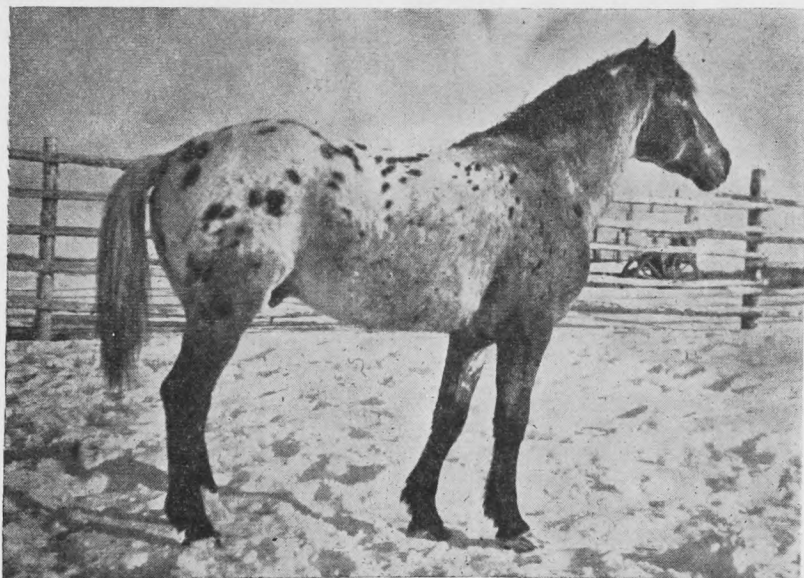
And this year at the Lethbridge Exhibition, some of the best of Canada's Herefords are on display by some mighty proud owners to help commemorate the Hereford Special Show.

BE SURE TO SEE THEM

Seventh International Appaloosa Horse Show

Polka dot horses? If you don't believe it, you can see it. They're at the Lethbridge Exhibition.

Some of the best Appaloosas on the continent are on display here this year at the Seventh International Appaloosa Horse Show, July 24 and 25. The best time to see them is during the judging Wednesday, starting at 1:30 p.m., and continuing Thursday, starting at 9:00 a.m. Judge this year is Dean Jackson, of Harrison, Montana.



"SPECKLE BOY", OWNED BY JAMES WYATT

The line was founded about 1730 by Chief Joseph of the Nez Perce Indians of Oregon. The Indians jealously guarded their mounts and refused to sell them to white men — even at prices then considered unheard of.

Appaloosas have been developed into good riding horses and are valued as parade mounts because of the attractive polka dot markings. Each horse is distinctively marked and, to a practiced eye, one cannot be mistaken for another.

The name Appaloosa comes from the Palouse River area of northeast Oregon where they originated. They are now roaming far and wide and becoming increasingly popular. Over 260 were registered last year in Alberta and to May 1 this year, 1,556 were registered.

We have the distinction of hosting the largest showing of the Appaloosas this year.



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77 METER-PROPANE

25th YEAR

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LETHBRIDGE, ALBERTA, CANADA

MEDICINE HAT - TABER - FOREMOST
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PROGRAM

1963 Lethbridge &

Wednesday, July 24th

DISTRICT DAY

- 10:00 a.m. Downtown Parade
- 1:30 p.m. Judging International Appaloosa Horse Show
- 1:30 p.m. Judging Hereford Special Show
- 1:30 p.m. Viewing of Exhibits and Displays
- 2:00 p.m. Events in Front of Grandstand
- 7:15 p.m. Official Opening of Fair
- 7:30 p.m. Rodeo
- 9:15 p.m. Fireworks
- 9:30 p.m. Art B. Thomas Shows

Thursday, July 25th

LIVESTOCK DAY

- 9:00 a.m. Judging Appaloosa Horse Classes
- 9:00 a.m. Judging 4H Beef Club Classes
- 10:00 a.m. Judging Sheep Classes
- 11:00 a.m. Viewing of Exhibits and Displays
- 1:30 p.m. Judging Dairy Classes - Open and 4H
- 2:00 p.m. Events in Front of Grandstand
- 2:00 p.m. Judging Swine Classes
- 7:30 p.m. Rodeo
- 9:15 p.m. Fireworks
- 9:30 p.m. Art B. Thomas Shows

R A M M E

District Exhibition

Friday, July 26th

CHILDREN'S DAY

- 9:00 a.m. Judging Light Horse Classes
- 9:00 a.m. Judging Aberdeen Angus and Shorthorn Classes
- 10:00 a.m. Conclusion of Other Judging
- 10:30 a.m. Free Children's Grandstand Show
- 11:00 a.m. Viewing of Exhibits and Displays
- 1:00 p.m. 4H Clubs Calf Sale
- 2:00 p.m. Events in Front of Grandstand
- 7:00 p.m. Parade of Champions
- 7:30 p.m. Rodeo
- 9:15 p.m. Fireworks
- 9:30 p.m. Art B. Thomas Shows

Saturday, July 27th

CITIZENS' DAY

- 9:00 a.m. Light Horse Classes to be Concluded
- 11:00 a.m. Viewing of Exhibits and Displays
- 2:00 p.m. Events in Front of Grandstand
- 7:00 p.m. Light Horse Parade in front of Grandstand
- 7:30 p.m. Rodeo Finals
- 9:00 p.m. Presentation of Rodeo Trophies
- 9:15 p.m. Fireworks
- 9:30 p.m. Art B. Thomas Shows
- 11:30 p.m. Draw for "Kinsmen" Car and "Shrine" Bar of Gold

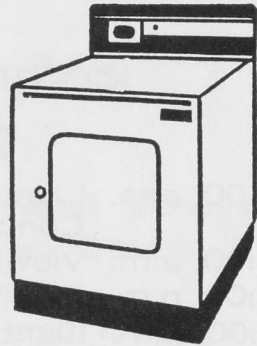
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Light Horse Show



Jumping horse in the large show ring at the 1962 Light Horse Show at the Lethbridge and District Exhibition. The Light Horse Show will take place Friday, July 26th, and Saturday, July 27th, this year.

YIPPEE!!

It's Rodeo Time Again In Lethbridge



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R O D E O

There were no cars in the young West. Everyone, particularly cowboys, relied entirely on horse power — live ones, that is.

To a cowboy, his horse was (and still is) the most important tool of his profession. A cowboy must depend on his horse in his daily chores with cattle. No better co-operation can be seen between man and horse than in CALF ROPING.



Calf roping is a skill gained only from long hours of practice, coordination and understanding between the cowboy and his horse.

The objective is to rope a wild, running calf, throw it, tie the pig string around three of its feet and rise to signal the timer. The cowboy who completes this in the shortest time, wins.

Steer Wrestling

Some of the cowboys prefer to play with larger calves, steers to be specific. Instead of roping and tying a calf, the cowboys chase the steer across the rodeo arena, dive from the horse and grab the steer's horns. Then comes the hard part — the cowboy must throw the steer to the ground. This is called throwing the . . . ; that should read, steer wrestling. This may be where those tough steaks come from.



During the event the steer wrestler usually needs help which he gets from his partner, who rides beside him, hollering "Your turn now, mine was yesterday."

Eventually both get into the act. One fellow did it in the world record time of four seconds. That's throwing a fast lot of (steer).

Bucking Horses

Some cowboys just scratch their heads and rub bruised spots when you mention bucking horses.

"I didn't know that anything filled with hay could be so hard," some say.

Chances are they were one of the high riding boys who just completed a bone shaking stint on the back of some horsehide-covered greased lightning. A bronc, that is, of course has a mind of its own and one well made up against having anyone sitting on it.

Riders have two choices in bucking horses. They can enter the BAREBACK RIDING CONTEST or SADDLE BRONC RIDING.

If a cowboy in bareback riding can stay on for eight seconds, he gets a buzz from the judges' bench, and a couple of pals help get him off. The same goes for the saddle bronc contest, only difference is a cowboy must stay on for ten seconds.



Now there are some cowboys who don't care to catch young calves, throw steers, or ride those wild bucking horses. But they have also found a way to get shook up. These are the Brahma bull riders. You may think bucking horses are mean, but one look at these bulls will change that. They twist and turn, jump and bump — who said modern dance steps were new? It takes a mighty good cowboy or a gallon of glue to stay on those brutes.

The previous pages showed some of the events to be seen at the Lethbridge Rodeo; not to mention Wild Cow Milking or the Wild Horse Riding. Better watch these in case you ever run out of gas somewhere in the middle of our big ranching country.

Barrel Racing

Never tell a cowgirl she can't ride. Some can almost stop and turn their horses on a dime — and some might be able to give you change. If you don't believe it, just watch these girls cut a few fancy figures around the barrels in the GIRLS' BARREL RACING CONTEST.



This Booklet has been compiled and edited

by

THE LETHBRIDGE JUNIOR CHAMBER OF COMMERCE

"Young Men In Action"

President - B. J. Peters



JAYCEE CREED

WE BELIEVE:

*That faith in God gives meaning and purpose to human life,
That the brotherhood of man transcends the sovereignty of nations,
That economic justice can best be won by free men through free
enterprise,
That government should be of laws rather than of men,
That earth's great treasure lies in human personality and,
That service to humanity is the best work of life.*



ACKNOWLEDGEMENTS

The Lethbridge Jaycees wish to express their thanks to the Lethbridge Herald and the Officers and Directors of the Lethbridge Exhibition for their kind assistance in the publication of this programme.

Do You Qualify?

Lethbridge

Sportsmen's Club

You do - if you meet the high standards of this selective body of amateur sportsmen. Qualifying scores include:

BOWLING: 5-pin - 400 or over (ladies 350)

10-pin - 250 or over (ladies 200)

FISHING: a record catch

CURLING: an 8-ender

TRAP & SKEET SHOOTING: break 100 straight

GOLF: a hole-in-one

CRIB: a perfect hand


BRIDGE: grand slam vulnerable

or an outstanding performance in other sports or games.

Send details of when and where your qualifying score was achieved (signed if possible by club president or opponent). You will receive the club award, membership card, certificate and colourful car decal. Write:

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